

**21.11**

10/11/2016

C108

Proposed C143

**21.11-1**

19/03/2015

C125

**LOCAL AREAS****Footscray Metropolitan Activity Centre**

The Footscray Metropolitan Activity Centre (FMAC) is the most regionally significant activity centre of Melbourne's west. It is a culturally diverse hub for retail, commercial, civic, health, educational and residential activities and a major interchange for metropolitan and regional transport services.

The Framework Plan set out in this clause illustrates the boundary of the Footscray MAC and the precincts which make up the centre:

- Precinct 1: Central
- Precinct 2: Station
- Precinct 3: Victoria University
- Precinct 4: Riverside
- Precinct 5: Joseph Road
- Precinct 6: Peripheral Activity (North and South)
- Precinct 7: Neighbourhood (North, West, South and East)
- Precinct 8: Civic

Footscray is a prime location for a mixed use, transit-oriented activity centre that will serve as a focus for substantial future employment growth, commercial development, housing and public investment for the local community and broader region. Located just 5 kilometres from Melbourne's CBD, it has the potential to become a western extension of Melbourne's core.

Footscray continues to experience major urban renewal through public and private ventures. While investment is welcome, significant change needs to be managed to ensure that Footscray's unique sense of place continues and new development reflects the history, culture and diversity of Footscray.

The vision for the Footscray MAC is a vibrant mixed use centre that offers diverse residential, employment and recreation options and is accessible via varied transport methods.

**Objective 1**

To accommodate an increased residential population in Footscray MAC and a more diverse dwelling mix.

**Strategies**

Support increased residential densities in keeping with the level of change identified for precincts across the FMAC and increase opportunities to live close to transport and services.

Provide for a diversity of dwelling types, sizes and tenures across the FMAC, including higher density dwellings, shop top housing, affordable housing and student accommodation.

Ensure new housing is adequately serviced by physical and community infrastructure.

Ensure new housing is well designed, addresses amenity impacts and has a high level of environmental performance.

**Objective 2**

To support/generate local opportunities for employment and business through new development.

**Strategies**

Focus retail activity and growth within the core of the centre. Attract uses offering a mix of employment opportunities, including increasing the supply of office space and encouraging creative industries.

Encourage greater integration of university and other education related activities within the centre.

Encourage new services to locate in appropriate areas of Footscray, including health related services and childcare.

Encourage extended hours of activity and further opportunities for entertainment and recreation within the centre.

**Objective 3**

To ensure new development is of high quality design, environmentally sustainable and has regard for the existing built form context.

**Strategies**

Direct site responsive and sensitively designed higher density development and taller built form to transformational significant change precincts.

Ensure new buildings cater for adequate daylight and sunlight access for occupants and protect streets and public spaces from overshadowing and wind impacts.

Integrate best practice environmentally sustainable design into new development, including building energy management, water sensitive urban design, minimising construction impacts, and green roofs.

Ensure new buildings contribute to the natural surveillance of adjacent streets and public space.

**Objective 4**

To maintain and strengthen the sense of place by recognising, conserving and enhancing places of Aboriginal and post-settlement heritage significance.

**Strategies**

Protect identified elements of cultural and heritage value.

Ensure new development appropriately considers and references elements of cultural heritage significance, maintains the prominence of heritage places and has regard to the height, scale, rhythm and proportions of heritage buildings.

**Objective 5**

To facilitate a sustainable, safe and efficient movement network that promotes sustainable modes of travel.

**Strategies**

Improve pedestrian safety, mobility and access to create a truly walkable centre.

Improve connectivity of walking and cycling routes to and through the FMAC and to regional routes and destinations.

Facilitate better access to public transport and movement of public transport vehicles.

Decrease the intrusion of heavy traffic in the centre and provide an appropriate level of car parking.

Favour public transport, cycling and walking over motorised vehicles in the design of new development and the public realm.

Provide for the particular parking requirements of Footscray by ensuring an appropriate supply of car parking that addresses the needs of key users.

Provide for greater connectivity within and between precincts of the centre, including major attractions such as the Maribyrnong River, Victoria University, Footscray Railway Station and the Footscray Market.

### **Objective 6**

To ensure the centre is well served by accessible high quality public open space and community infrastructure to meet community needs.

### **Strategies**

Provide for new community facilities, including within large new developments.

Ensure developers contribute towards the provision of community infrastructure.

Ensure new development enhances the open space network.

Protect open spaces from overshadowing from new development.

Encourage greater access to public open space, in particular open space along the Maribyrnong River.

Provide for informal social interaction in public spaces associated with new development.

Provide for diverse sporting facilities.

### **Objective 7**

To further Footscray MAC's identity as a centre for arts and cultural activities.

### **Strategies**

Encourage new cultural and arts facilities to locate in the centre.

Encourage development to incorporate art in public areas

### **Objective 8**

Protect and reflect the features of Footscray's natural environment within the MAC.

### **Strategies**

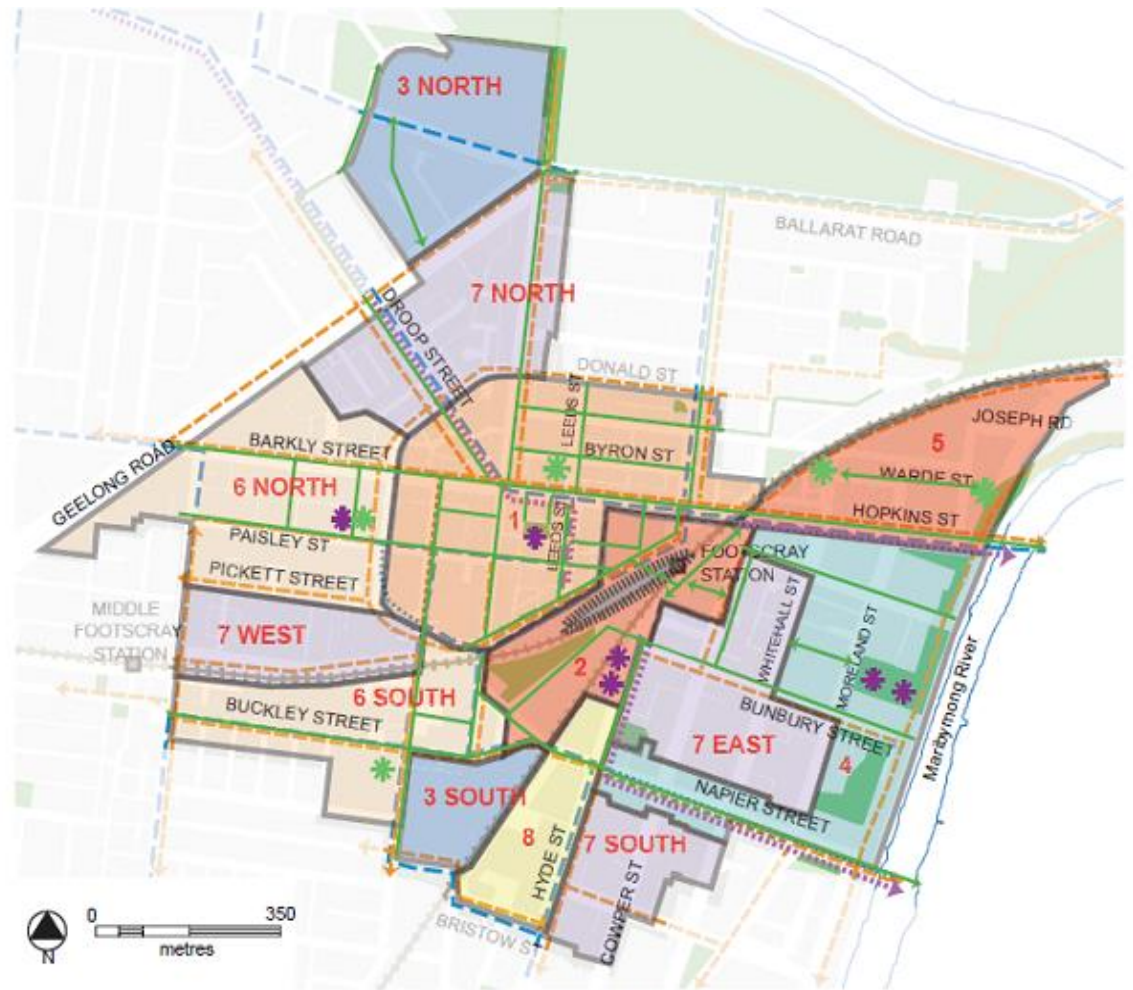
Protect and enhance natural features within and surrounding the MAC, in particular the Maribyrnong River.

Provide for attractive landscaped spaces through the centre.

Mitigate off-site amenity impacts of activities in the centre.

Ensure known potentially contaminated land is covered by an Environmental Audit Overlay (EAO).

## Footscray Metropolitan Activity Centre Framework Plan



### LEGEND

- passenger rail line
- existing & proposed pedestrian network
- existing & proposed cycling network
- existing & proposed tram network
- existing & proposed bus network

- new transport modal interchange
- existing park
- existing or planned community facility
- potential plaza

### PRECINCT FUTURES

- 1** The Central precinct will stay low scale at the core and develop at moderate heights around it. Land uses will diversify from mainly retail and parking to include more commercial and community services and medium density and shop top housing. It will remain FCAA's key pedestrian precinct.
- 2** Precincts 2 (Station) and 5 (Joseph Road) will be transformed by higher density residential, retail and commercial development, with upgraded public spaces and pedestrian connections to the centre and to a new public transport hub at the Station.
- 3** The two campuses of Victoria University will be better linked to the centre of the FCAA through pedestrian and cycle connections and through shared spaces. Opportunities for redevelopment of underused spaces into complementary uses, such as student accommodation, will be explored.
- 4** The Riverside precinct will continue redeveloping key sites, at moderate heights. It will keep its heritage features and role as a recreational and cultural centre for the wider area, and be linked to the FCAA by attractive pedestrian and bike ways.
- 6** Precinct 6 - Peripheral Activity - has two parts. Both will evolve with a mix of health, retail, hospitality, aged care, small office and other services to support Footscray's core. Development will be at moderate heights and well connected to the centre and Station by street based pedestrian and cycle paths.
- 7** The four parts of the Neighbourhood precinct will retain their low rise, mainly residential character and heritage places.
- 8** The Civic precinct retains its heritage character, low building heights and government, cultural and educational uses. Pedestrian connections to and through the site are improved, and new community facilities enhance its role in the FCAA.

**21.11-2**15/09/2011  
C82(Part 1)**Highpoint Activity Centre**

The Highpoint Activity Centre encompasses the Highpoint Shopping Centre, a regional centre for higher order retail, entertainment and services. The area is envisaged over the next two decades to transform to a vibrant mixed use activity centre with the addition of substantial residential development, new enterprises and public realm improvements.

The Highpoint Structure Plan (2008) and the Highpoint Planning and Urban Design Framework (September 2015) vision is for the Highpoint Activity Centre to be an exciting place to live, work and visit, featuring

- A wide range of enterprises, services and residential and employment opportunities around an accessible public transport hub and new town centre in Rosamond Road
- Sustainable transport options, including a well-connected network of pedestrian and cycle paths and a more useable and accessible public transport network, to decrease the current reliance on car access
- Quality buildings that respect the area's residential surroundings and its connection to the Maribyrnong River and offer high amenity for occupants
- A safe, welcoming and legible network of green open spaces and streets that fosters healthy lifestyles and improved environmental performance

While the area will retain and upgrade its role as a regional destination shopping centre and bulky goods centre, the light industrial areas of the centre will gradually be replaced with more intensive land uses including residential, professional services and offices, as well as enhanced retail, entertainment, community and recreational premises.

This Clause sets out the overall objectives and strategies for the Centre and specific strategies that apply in each precinct. The Framework Plan for the Highpoint Activity Centre illustrated in this Clause shows the seven precincts within the Centre.

**Objective 1 - Land Uses and Activities**

To facilitate more intensive use of underused land in the activity centre and to create a lively mixed use centre with an appropriate range of day and night-time activities.

To create an identifiable town centre.

To provide a range of housing to cater for population growth, including demand for diversity in housing types and affordable housing.

To provide for local enterprises, facilities and employment and to support business expansion.

**Strategies**

Support land uses in accordance with the Framework Plan.

Support a wide range of activities that meets occupants' and visitors' needs.

Support Rosamond Road as a main street at the heart of the activity centre that provides a commercial and retail focus around a central plaza and a new public transport hub.

Provide for residents' and workers' daily needs to be met locally through a mix of uses, thereby reducing their travel needs.

Provide a defined area for bulky goods retailing and ensure its integration with other uses in accordance with the Framework Plan.

Facilitate sharing of parking between complementary uses on land in associated ownership and locate parking to minimise its impact on streets and public spaces.

## **Objective 2 - Built Form**

To use the opportunities provided by new buildings in Highpoint to create a safe and attractive public realm, a high level of amenity for building occupants, and good practice in environmental performance in new buildings.

To encourage development that is of high architectural and urban design quality, offers attractive internal and external spaces and provides good amenity.

### **Strategies**

Promote higher levels of development at the core of the centre, close to facilities, with a transition in building heights down to existing residential areas to reflect the character of those areas and to complement the topography of the area.

Use built form to reinforce Rosamond Road's role as a main street at the heart of the centre and Williamson Road's function as a lively local mixed use centre.

Use built form to help define the key arrival and orientation points in the centre, such as main street corners, with higher and/or more prominent buildings.

Encourage new building and landscaping design to complement the topography and enhance views into and out of the centre.

Encourage the design of street frontages of buildings to provide a high level of walkability and an interesting and comfortable experience for pedestrians, including by consistent definition of streetscapes and arrival points.

Create a built form that strongly defines streets while retaining a human scale and access to daylight and sunlight on streets, including through the use of an upper level setback from the street frontage.

Create buildings that face streets and parks, have active frontages, do not unreasonably diminish sunlight to streets and open spaces, strongly define streets while retaining a human scale, and minimise wind and reflectivity effects on streets.

Reduce the visual impact and heat island effects of parking areas.

Support wrapping of parking structures with other active uses on street frontages, where practicable.

Support buildings which provide good access to sunlight and daylight in homes and in private and public open spaces, and which provide a high level of internal amenity for occupants.

Support building forms that maximise opportunities for achieving water, waste and energy efficiency.

## **Objective 3 - Access and Movement**

To create a well-connected, safe and attractive road, pedestrian and cycle network that promotes a mode shift to sustainable transport modes and is part of a high quality public realm.

To facilitate a transport mode shift towards walking, cycling and public transport and away from private vehicle travel.

To reduce the need to travel by attracting a range of complementary land uses to the activity centre.

To create vehicle, walking and cycling connections from the precinct through to surrounding areas.

To encourage parking and vehicle access to retail and commercial uses that is safe and visually unobtrusive, where possible.

To locate goods storage and loading bays away from the public realm and sensitive uses, where possible.

To minimise impacts of parking access on safety and comfort of pedestrians and cyclists.

To reconfigure Rosamond Road to establish its role as a main street at the heart of the centre and to reinforce Williamson Road's role as a local retail and business street.

### **Strategies**

Create a safe and legible network of east-west and north-south pedestrian/cycle routes around the centre and into surrounding areas in conjunction with new development and open space upgrades.

Improve pedestrian and cycle connections to nearby parklands including Pipemakers Park and the Maribyrnong River.

Extend existing streets and link them to new streets to serve more intensive commercial development and a new residential population.

Provide for a range of needs within the street reserve of new and extended streets, including providing for verges and tree planting on both sides of the street (except on service roads), and reflect the width of existing street reserves in the centre.

Provide a connected and permeable vehicle and pedestrian network, with typical intervals between street junctions of approximately 200 metres and between pedestrian network junctions of approximately 100 metres, as appropriate.

Provide access lanes, with footpaths, as necessary to provide access to parking and access for utilities and servicing of buildings, to reduce impacts of new development on streets.

Facilitate access to and use of public transport including by provision of a new transport interchange in the vicinity of the Rosamond Road town centre.

Encourage commercial and service vehicle routes and access ways to parking to be located away from pedestrian priority areas such as Rosamond Road.

Provide for safe pedestrian access around and between car parking areas, and to and from external pathways and shopping centre access points.

Use streets, pedestrian links, trails and new parks to connect the open space network.

Provide appropriate way-finding information for pedestrians and cyclists.

Minimise traffic congestion through measures including traffic calming, intersection upgrades and public transport priority treatments.

Provide adequate parking and maximise opportunities for sharing of parking between complementary uses on land in associated ownerships.

Minimise visibility of on-site parking when viewed from the public realm.

Facilitate undergrounding of power lines, especially on key pedestrian routes such as Rosamond Road, where feasible.

### **Objective 4 - Open Space and Community Infrastructure**

To create a high quality public realm and open spaces comprising attractive, safe and walkable open spaces and streets that caters for the recreational and community infrastructure needs of a range of age and ability groups and for residents, workers and visitors.

To use the streetscape as a key element in linking open spaces.

To use small open spaces to enhance the urban experience in areas with high pedestrian volumes.

To encourage public art in open spaces.

## **Strategies**

Provide buildings, streets and open spaces that are designed to provide safe and attractive environments for passive and active recreation. and can accommodate canopy trees.

Facilitate additional public open space in higher density residential environments.

Design open spaces to offer appropriate activities for the intended range of users.

Provide for an open space area within a walkable distance of every dwelling. Where possible, ensure public open spaces are accessible through the day.

Use financial, land or in kind contributions required under Clause 52.01 or the *Subdivision Act 1988* to improve the open space network and include public art in open spaces.

Orient new parks to maximise solar access for the benefit of people and vegetation, including placing parks on the south side of streets where possible.

## **Objective 5 – Precinct specific objectives**

To ensure that the seven precincts within the Highpoint Activity Centre are designed and managed to contribute to its evolution as a vibrant mixed use centre enjoying access to sustainable transport options, high quality streets, open spaces and community infrastructure, and excellent environmental performance.

To ensure that adequate infrastructure as outlined in the *Highpoint Planning and Urban Design Framework (September 2015)* is provided.

### **Precinct 1- Wests Link**

Provide predominately residential uses and local retailing and business along Williamson Road, supported by enhanced pedestrian, vehicle and cycle connections.

### **Precinct 2 – Valley View**

Provide a mix of uses with buildings that complement views into and out of the precinct and promote opportunities for a variety of workspaces and dwelling types.

### **Precinct 3 – Rosamond Hub**

Provide a mixed use precinct that allows for bulky goods retailing.

### **Precinct 4 – Sloane Street**

Provide a mix of residential, commercial and small business opportunities.

### **Precinct 5 – South Neighbourhood**

Provide for predominately residential uses with a mix of housing typologies, and for retail along Williamson Road.

### **Precinct 6 – Highpoint Hub**

Support residential, retail and entertainment uses and provide complementary hospitality, community, health and office uses.



## Precinct 7 – Recreation and Education

Facilitate expansion and diversification of the recreational facilities alongside enhancement of existing public open space

### Highpoint Activity Centre Framework Plan



### 21.11-3

01/09/2016  
C135

### Central West Major Activity Centre, Braybrook

The Central West MAC has three distinct but interconnected precincts being the Retail Plaza, the Braybrook Industrial Precinct and the Business Park. Consequently, Central West operates primarily as a business and employment based activity centre and currently does not incorporate residential development.

The Central West Plaza is a recently developed retail complex with retail/peripheral sales strips on three sides of a large square providing day-to-day retail services. Central West Business Park is a grouping of storage, logistics and distribution businesses within a landscaped and managed setting which was formerly part of a Royal Australian Air Force base. It is the only business park in the municipality. The Braybrook Industrial Area

incorporates a mixture of large scale manufacturing, smaller light industrial uses and a small amount of office and commercial uses fronting South Road and Ashley Street.

The Central West Activity Centre covers a large area with potential for intensification of development to generate more retail and industrial/commercial jobs. There are significant opportunities for development of vacant land, and redevelopment of existing buildings in the Braybrook Industrial Area, and opportunities for more occupancy of floorspace and intensification of development in Central West Business Park. The Retail Plaza also has potential for intensification of retail activity and improved community focus and amenity to attract a greater proportion of the area's spending growth.

The connection between the three distinct precincts needs to be strengthened so the precincts operate more as one mixed use centre. A key step in achieving this would be improved pedestrian access between the precincts and also with surrounding residential areas. In particular pedestrian links between both the Retail Plaza and residential areas to the west, and the Retail Plaza and Business Park. The connection to the Tottenham Railway Station and bus network should be improved to support the public transport based access to the centre.

### **Objective 1**

To ensure that the three precincts together fulfil the role of Central West as a Major Activity Centre.

#### **Strategies**

Develop better access linkages between the Retail Plaza, the Business Park and Industrial area.

In the long term investigate options to extend the pedestrian network from the Retail Plaza into the Business Park.

In the long term investigate the potential to create pedestrian access from the dedicated park along Airforce Avenue to the Retail Plaza.

Consolidate service vehicle access points.

Improve the access from the Activity Centre to key destinations such as Tottenham Railway Station and Braybrook Park and Community hub.

Improve the coordination of public transport modes (bus and train) with each other and with other modes of transport.

Integrate commercial services and office space to broaden the range of employment opportunities.

Enhance the boundaries of the centre facing main roads with improved landscape treatments and buildings addressing the street.

### **Objective 2**

To develop the Central West Plaza as the main retail area.

#### **Strategies**

Intensify retail activity at Central West Plaza and realise its potential to capture a greater proportion of its Main Trade Area spending growth.

Diversify the nature of uses within the Retail Plaza, encouraging uses such as office and commercial and community services.

Encourage additional community services and facilities to meet the needs of the local community.

Decrease the visual dominance of car parking within the Retail Plaza.

Encourage an active frontage along Ashley Street, typically incorporating building entrances, windows and continuous awnings for shelter.

Encourage a high quality urban design outcome for the north-east corner site.

### **Objective 3**

To develop the Braybrook Industrial Precinct as a viable employment precinct which integrates with its surrounds.

### **Strategies**

Require new development to visually integrate with the character of Ashley Street, South Road and surrounding residential areas.

Encourage high quality built form to all corner sites.

Improve pedestrian and cycle movement through the precinct to encourage safe and direct access.

Provide a long term future direction for key sites to ensure a cohesive approach to redevelopment within the industrial precinct.

Discourage retail uses locating in the Industrial Precinct.

### **Objective 4**

To optimise the commercial and light industrial business mix and land use within the Central West Business Park.

### **Strategies**

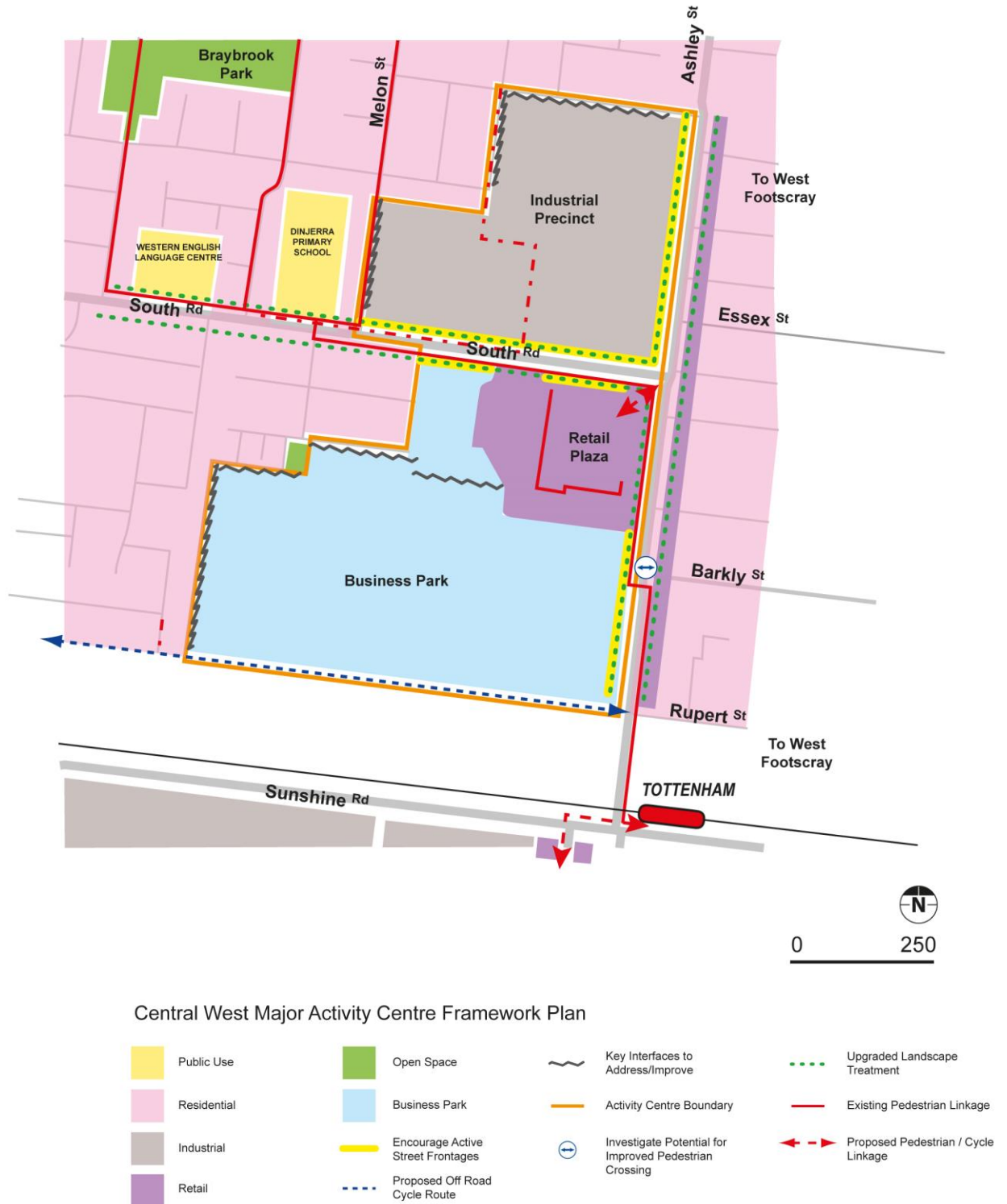
Support intensification of land use and development of the Business Park.

Encourage an employment/commercial office focus along Ashley Street.

Discourage retail uses locating in the Business Park.

Minimise the impact of the Business Park interface with residential areas.

Facilitate improved access to the Business Park for large vehicles.



#### 21.11-4

01/09/2016  
C135

#### Yarraville Neighbourhood Activity Centre

Yarraville Village is a neighbourhood activity centre providing local convenience retailing plus specialty shops, cafes, restaurants and entertainment. The activity centre has a niche role as a historic village with a healthy mix of commercial, retail and entertainment activity over extended opening hours attracting people from a wide catchment. The Sun Theatre

cinema is a regional entertainment attraction and a local landmark building around which an entertainment precinct has formed.

The Yarraville activity centre is well served by public transport facilities located at the bus/train interchange. Vehicle access to the activity centre is constrained by the railway line and by narrow road widths within the centre, though these factors have led to a stronger pedestrian orientation. Parking is located at the periphery of the centre which discourages vehicles from travelling through the core.

The consistent strip of Victorian and Edwardian-era one and two storey shopfronts and station buildings creates a distinctive character in the centre. The compact nature of the centre limits opportunities for redevelopment so only incremental intensification is expected. Higher density residential development has tended to occur outside the centre in re-used larger buildings such as theatres and hotels.

There is very limited opportunity to increase car parking to support future intensification of the activity within the centre, and edge-of-centre development is constrained by the interface with existing residential areas abutting the boundary.

Yarraville Village has an eclectic, idiosyncratic, intimate and distinct character as a vibrant 'non-mainstream' centre in the west. Local residents and the broader community wish to ensure that the growth of the centre does not compromise its unique character.

### **Objective 1**

To consolidate and intensify mixed uses within the centre.

#### **Strategies**

Strengthen street activity on Anderson Street west of the railway line.

Convert disused railway buildings to retail uses.

### **Objective 2**

To reinforce the existing character and sense of place.

#### **Strategies**

Protect historic facades and the sense of enclosure of the street as key elements of the village streetscape.

Ensure the scale, mass and height of buildings reflects those prevailing in the area and the existing urban grain.

Create strong entry experiences to increase legibility and image.

Ensure that development does not intrude into the urban landscape and impact on view lines.

Encourage new development to be consistent with existing facades along Anderson and Ballarat Streets.

### **Objective 3**

To limit vehicular traffic in the centre.

#### **Strategies**

Encourage parking on the edge of the village.

Strengthen pedestrian and cycling links within the centre and to out of centre destinations.

Retain and improve the link from the east end of Anderson Street to Fels Reserve via Lois Lane.

Strengthen the northern link via the Goods Yard to Seddon Village.

## Objective 4

To build up the cultural and social role of the centre.

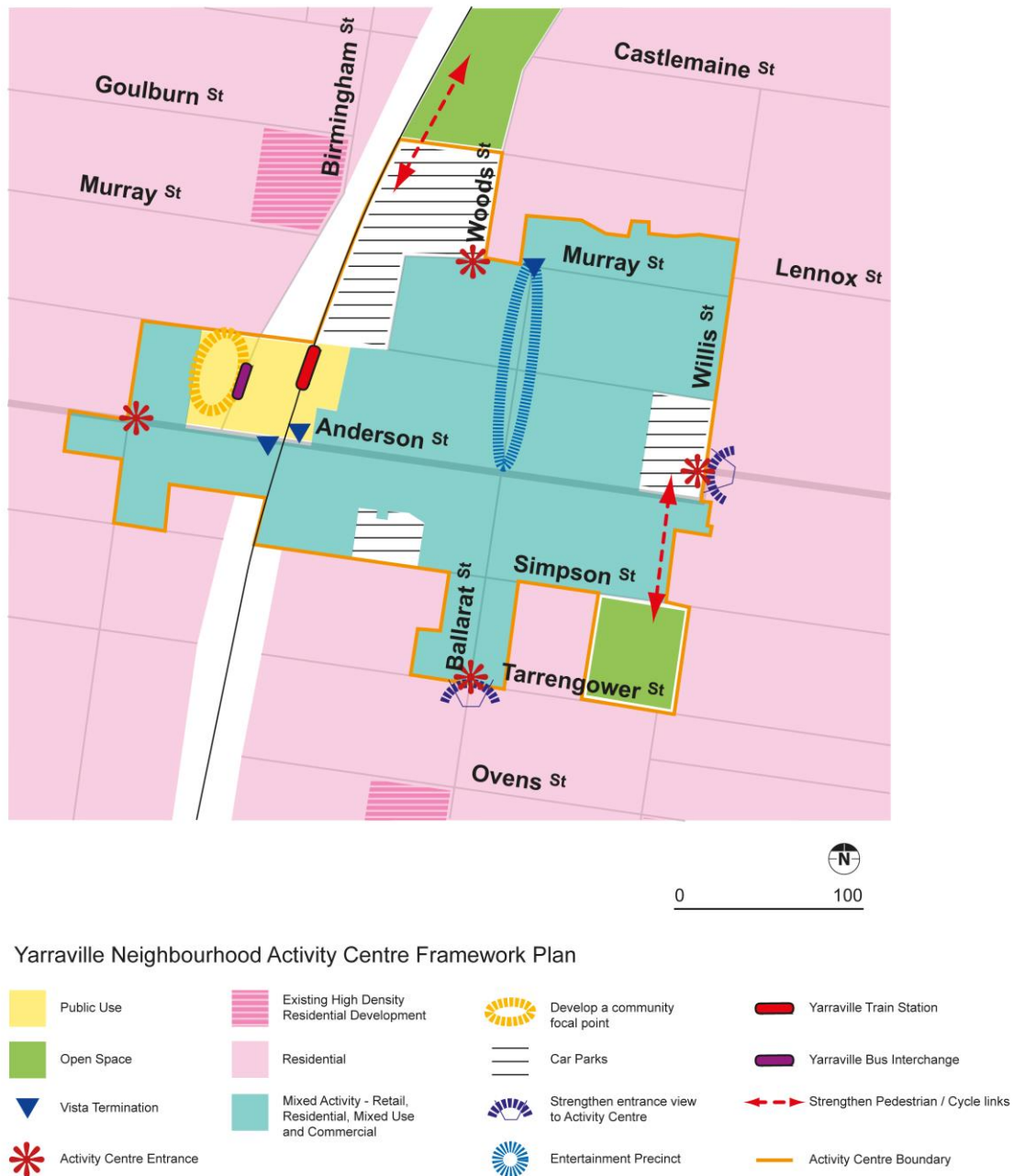
## Strategies

Provide appropriate spaces and facilities for community activities within the activity centre.

Improve the amenity of public space in the centre, including streetscapes and parks.

Develop the bus station area into a village square to create a focus west of the railway.

Ensure the cumulative effects of the increased number of licensed premises in the centre does not threaten its local convenience role or the amenity of residential areas surrounding the centre.



**21.11-5**01/09/2016  
C135**Seddon Neighbourhood Activity Centre**

Seddon Village is a neighbourhood activity centre meeting local retail and service needs and attracting visitors from the adjacent suburbs to the specialist facilities offered. The layout of the centre consists of a compact strip on Charles Street and an elongated strip along Victoria Street with an entry point at Buckley Street. The width of both Victoria and Charles Streets reflects that they were once part of the tram route from Footscray to Kingsville.

The shopfront character of two storey pre-1930's buildings with verandas over footpaths marks the activity centre. Residential development at upper levels above commercial ground level is occurring and there is opportunity for further redevelopment of sites in the centre, particularly at the eastern end of Charles Street.

**Objective 1**

To consolidate and enhance the role of Seddon Village as a neighbourhood centre.

**Strategies**

Increase intensity of activity and diversity within the centre.

Encourage a vertical mix of uses along Charles and Victoria Streets.

Redevelop the low density residential and light industrial properties to create new retail, commercial or mixed use floorspace.

Capitalise on redevelopment opportunities for sites with a rear frontage to Rennie and Vigo Streets to strengthen street level activity in those streets.

**Objective 2**

To unify and strengthen the built form of the village.

**Strategies**

Strengthen key intersection areas within the core village precinct by taller built form at the thresholds.

Reinforce the street edge within the village by building to the site boundary a minimum of 2 storeys with consistent veranda awnings to width of footpath.

Create a more consistent and active street frontage for the mixed use/service area with site edge definition, window displays and dining and continuous footpath canopy.

Encourage development that reinforces the entrance to the centre at the intersection of Buckley and Victoria Streets.

Enhance the pedestrian connections to the Seddon and Middle Footscray train stations.

**Objective 3**

To enhance the public realm in Seddon Village.

**Strategies**

Enhance the vista terminations at Charles Street from Gamon and Victoria Streets.

Provide gathering and socialising space within the public realm.





### Seddon Neighbourhood Activity Centre Framework Plan





**21.11-6**01/09/2016  
C135**West Footscray Neighbourhood Activity Centre**

The West Footscray Activity Centre, also known as Barkly Village, is recognised as the heart of the West Footscray community. The activity centre has good access to public transport, includes community facilities and has links to nearby open space and recreation facilities. Commercial uses within the activity centre meet the neighbourhood needs for convenience shopping and also provide specialised food retail, restaurants and services of regional interest.

The activity centre has an extended linear form, with sections of residential use creating a gap between the supermarket and Barkly Village. Further development of the activity centre should bridge the gaps in street activity along Barkly Street to consolidate the retail area and extend the shopfront character to the eastern end of the centre.

**Objective 1**

To consolidate and enhance the role of the centre.

**Strategies**

Strengthen street level activity along Barkly Street particularly where residential buildings currently form sections of passive site frontages.

Encourage a mix of businesses within the Village, so as to create an active streetscape both night and day.

Accommodate additional housing on the upper levels of new mixed use developments along Barkly Street.

**Objective 2**

To encourage a built form that is consistent with the preferred character of the centre.

**Strategies**

Encourage a preferred character for development along Barkly Street that is a consistent streetscape of two to three storeys with no front or side setbacks.

Encourage a fine grained building width at a scale that respects the adjacent residential character.

Ensure development along Barkly Street utilises a vertical mix of uses prioritising retail/office at ground level with residential above.

**Objective 3**

To enhance the public realm.

**Strategies**

Promote the development of new residential buildings that contribute to the natural surveillance of the street through large windows, balconies, low fences and appropriate setbacks.

Upgrade the urban pedestrian area by creating a high quality pavement treatment, kerb outstands where possible, safe and DDA compliant intersections, safe pedestrian crossing points and good lighting.

Encourage existing and new retail buildings to provide canopies that extend the width of the footpath to provide shade and shelter along the activity centre paths.

Support the upgrade of the appearance of commercial buildings along Barkly Street to add to the viability and vitality of the retail street.



West Footscray Neighbourhood Activity Centre Framework Plan



## 21.11-7

01/09/2016  
C135

### Edgewater Neighbourhood Activity Centre

The Edgewater Activity Centre is a new centre providing neighbourhood convenience retailing to the Edgewater Estate. It encompasses retail and commercial uses along Gordon

Street and Edgewater Boulevard with Edgewater Boulevard as the retail spine between Gordon Street and Skyline Drive. It has direct access to both bus and tram transport.

The Edgewater centre has small scale retailing and a strong niche in grocery and fresh and takeaway food, complemented by small scale offices, commercial services and light industry.

The contemporary style and high amenity of the centre sets it apart from older centres in the municipality. Its character is defined by the boulevard-style main street, remnant heritage industrial buildings and low scale development in a spacious landscaped setting.

### **Objective 1**

Facilitate the development of Edgewater as a neighbourhood centre.

### **Strategies**

Encourage further diversification of the centre's convenience retailing role.

Encourage the establishment of a local medical services role.

Strengthen the café and outdoor eating culture to create places to meet and socialise in the centre.

Discourage large commercial, industrial and other land use and development which is incompatible with adjoining activity and the surrounding residential area.

Encourage future use of the existing industrial buildings to have ground floor retailing or uses which strengthen street activity.

New buildings in the centre should be of a low scale with limited height and density of built form which integrate with the surrounding urban fabric.

### **Objective 2**

To enhance the public realm.

### **Strategies**

Enhance and protect the centre's distinctive style, spacious, spread out character with areas of open space interspersed amongst and on the edge of the retail and commercial facilities.

Ensure new and refurbished buildings are attractive in appearance when viewed from any direction and are set in attractively landscaped surrounds, if possible.

Facilitate a north/south pedestrian spine along La Scala Avenue to encourage pedestrian movement between the northern parts of the centre and the focal point at Edgewater Boulevard.



Edgewater Neighbourhood Activity Centre Framework Plan



## 21.11-8

10/11/2016  
C108

### Maidstone Hampstead Road East Precinct

The Hampstead Road East precinct is a large established industrial and commercial precinct surrounded predominantly by residential land to the east, south and west. The precinct's location near the Highpoint Activity Centre and access to Hampstead Road has created opportunities to transform the precinct into a modern employment and residential community whilst retaining vital industrial land for employment uses.

The precinct contains a range of small, medium and large industrial sites suited to a range of business types including manufacturing, service industrial, office, wholesale/retail and storage.

Decline in the manufacturing, transport and logistics industries have led to low employment and a number of vacancies within large industrial lots, some sites are vacant or with businesses likely to relocate in the near future. The precinct is poorly located to take advantage of main transport networks and the Port of Melbourne. Heavy vehicle access is restricted by shared use with residential areas and difficulties manoeuvring within the precinct. Heavy traffic accessing industrial units causes interface issues with adjacent residential areas. The precinct is well served by public transport including numerous bus services running along Emu and Hampstead Roads, and three tram stops located within an 800m radius (located on Williamson and Rosamond Roads). There is a lack of provision for cycling within the area.

The process of introducing a mix of land uses within the precinct needs to be carefully managed so that the jobs are maintained or even increased with the prospective departure of larger enterprises. Industrial land located to the west and north of the precinct is to be retained, with future opportunities for rezoning of key sites to mixed use and residential to allow for the introduction of medium density residential uses and a greater range of employment uses such as office. This presents opportunities for new, high quality architecture to improve the appearance of the area by ‘filling in the gaps’, acting as local landmarks and setting a new standard for architectural excellence. The future focus for employment uses will be on the delivery of land for small and medium sized enterprise (high quality service industrial and office). Vehicular and pedestrian permeability should be enhanced through the development of a number of new north-south and east-west roads.

### **Objective 1**

To revitalise and strengthen the economic role of the precinct as a Core Employment Area.

#### **Strategies**

Encourage the intensification of land use and development for employment generating uses, supporting the development of sites for small to medium sized businesses that would suit small professional offices, wholesale and secondary construction and trades.

Ensure new development provides a sensitive and appropriate interface to adjoining streetscapes, buildings and residential areas through appropriate siting, building design, landscaping or other mitigation measures.

Ensure development provides a strong consistent active street edge and particularly focuses along Hampstead Road, Mitchell Street and Emu Road.

Support rezoning of key sites within the Strategic Redevelopment Area to allow a range of residential, commercial, and other employment generating uses, ensuring they complement the mixed use function of the locality whilst maintaining a predominantly residential land use.

Encourage the redevelopment of the site located on the corner of Hampstead Road and Mitchell Street to mixed use, including retail, ensuring a well designed building with a strong frontage to both streets to provide a visual landmark for the precinct.

### **Objective 2**

To provide safe, convenient and efficient access for all transport modes.

#### **Strategies**

Encourage heavy vehicle movement and access along Mitchell Street and Hampstead Road (via Richards and Keith Street).

Ensure new uses and development provide adequate on site parking and access for large vehicles, with consideration to directing freight away from local roads.

Ensure new development contributes to improved permeability and accessibility of the precinct through the provision of three new north south vehicular connections between Emu Road and Mitchell Street and Emu Road to Wattle Road as appropriate.

Ensure the design of new streets creates a walkable neighbourhood that provides safe and accessible ease of movement through the precinct.

Ensure new development contributes to improvements to pedestrian and cycling access in the Strategic Redevelopment Area, including north south connections between Mitchell Street, Emu Road and Wattle Rd to Scovell Reserve and Highpoint and east west connections in Marsh and Verdun Streets.

### **Objective 3**

To improve the overall amenity of the precinct.

### **Strategies**

Ensure new use and development provides high quality, efficient and sustainable buildings that enhance the contemporary and professional image and identity of the precinct.

Encourage the provision of boulevard tree planting along key routes and screening planting where necessary (along sensitive interfaces).

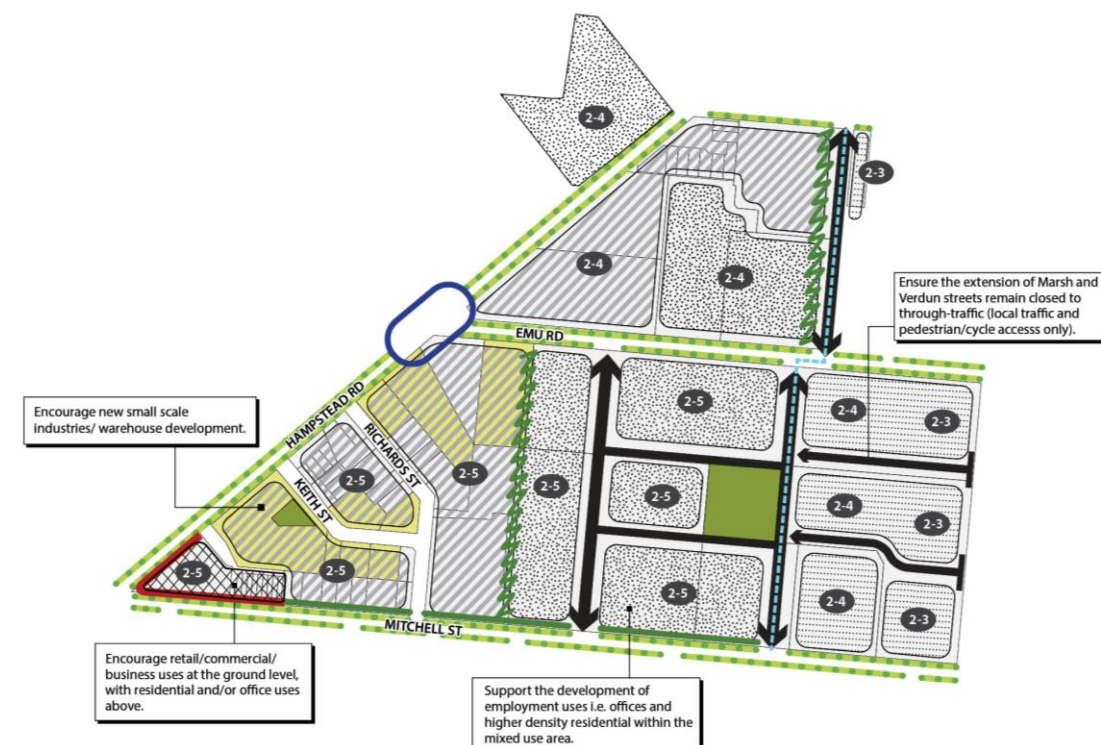
Ensure development delivers high amenity outcomes through variable built form and high quality building facades that provide a strong, consistent street edge.

Encourage the provision of a small area of public open space within the industrial area to provide a low maintenance, shady area with substantial tree planting and seating for local workers.

Ensure building entries can be easily identified and are oriented to the street rather than to internal parking areas to provide visual connection to the street.

Ensure development responds to the local characteristics of the site and its current and proposed context within the precinct.

Ensure the rezoning of key sites within the Strategic Redevelopment Area supports the development of a medium sized public open space to provide opportunities for passive and active recreation.



 **MAIDSTONE HAMPSTEAD ROAD EAST PRECINCT**  
FRAMEWORK PLAN

- |                                                                                     |                                                                                            |                                                                                     |                                                          |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------|
|  | CORE EMPLOYMENT AREA<br>RETAIL/ BUSINESS WITH RESIDENTIAL/OFFICE ABOVE                     |  | POTENTIAL SIGNALISATION OF INTERSECTION                  |
|  | CORE EMPLOYMENT AREA<br>RETAIN/ IMPROVE EXISTING INDUSTRIAL LAND                           |  | NEW ROAD LINK (indicative alignment only)                |
|  | STRATEGIC REDEVELOPMENT SITES<br>MIXED USE (employment use and higher density residential) |  | KEY PEDESTRIAN/ CYCLE ROUTE                              |
|  | STRATEGIC REDEVELOPMENT SITES<br>RESIDENTIAL                                               |  | PUBLIC OPEN SPACE/ PARK (indicative size/ location only) |
|  | INDICATIVE BUILDING HEIGHT (storeys)<br>2-4                                                |  | BOULEVARD PLANTING                                       |
|  | ENCOURAGE REDEVELOPMENT OF INDUSTRIAL SITES                                                |  | SCREENING PLANTING ALONG SENSITIVE INTERFACES            |
|  | POTENTIAL SIGNALISATION OF INTERSECTION                                                    |  | LANDSCAPED SETBACK (2-4 metres)                          |
|                                                                                     |                                                                                            |  | BUILT FORM TO STREET EDGE (minimal setback)              |

## 21.11-9 Gordon and Mephan Street Precinct

DD/MM/YYYY  
Proposed C143

The Gordon and Mephan Street Core Employment Area is an industrial precinct located within a largely residential neighbourhood.

The precinct functions well and supports a range of employment uses. A variety of lot sizes, good accessibility to customers and a projected increase in the municipality's population offer opportunities for further employment growth and intensification.

The precinct has good access to several transport modes, including regular bus and tram services and good connection to the road and cycle network.

As a Core Employment Area, any change in land use or development should result in increased job density, or otherwise support the precinct's employment growth, attract new businesses or adapt the precinct to changing employment trends. Retail and sensitive uses within the precinct will generally not be appropriate.

In addition to supporting employment intensification, development should make a positive contribution to the amenity of the precinct. Building design, orientation and signage should contribute to the public realm and overall precinct character, and not adversely impact adjoining residential development or the Footscray North Primary School.

### **Objective 1**

To protect and strengthen the economic role of the precinct as a Core Employment Area.

#### **Strategies**

Support the upgrade and expansion of existing businesses.

Support use and development that increases employment densities.

Encourage small scale urban manufacturing, office/warehouse, small office, distribution and a range of service uses.

Encourage the design and layout of new development to be innovative and adaptable to a variety of future uses.

Discourage retail use and sensitive uses.

### **Objective 2**

To provide and maintain safe, convenient and efficient access to and within the precinct.

#### **Strategies**

Retain existing pedestrian links, road crossings and cycle facilities.

Discourage vehicle access to Maddock Street, Steet Street and Birdwood Street.

Minimise the impact of freight and delivery movements on surrounding residential and education uses.

### **Objective 3**

To improve the overall amenity of the precinct.

#### **Strategies**

Ensure development contributes positively to the streetscape through high quality urban design and appropriate landscaping.

Encourage development to improve passive surveillance.

Avoid blank, inactive building facades.

Ensure lighting is designed and located to minimise light spill onto surrounding residential areas.

Ensure the amenity of sensitive interfaces is protected through appropriate building setbacks, articulation, landscaping and any other appropriate treatments.

Avoid the removal of street trees as a consequence of development.

### **Objective 4**

To support the redevelopment of Key Sites to provide sustainable, integrated and adaptable development.

#### **Strategies**

Encourage the retention and provision of lots of a suitable size and shape that could achieve positive design outcomes and provide long term flexibility for a variety of employment land uses.

Require the design and layout of key sites to:

- Provide vehicle access from Mephan Street.



- Ensure loading and servicing is undertaken internally to each site, is separated from visitor/staff car parking and is screened from the street.
- Incorporate best practice environmental sustainability principles into the design of new buildings.

Require drainage infrastructure to be upgraded if development places demand on drainage infrastructure beyond existing capacity.









Encourage development to provide appropriate outdoor amenity areas for staff. Areas should be located away from noise and odours and incorporate seating, tables, water supply, rubbish disposal, shade and weather protection.

Encourage Key Sites 2 and 3 to provide north-south through-site connections for pedestrians and cyclists from Maddock and Steet Streets through to Mephan Street.

Consolidate signage to only one freestanding sign providing identification of all tenants on a single site.

## Gordon and Mephan Core Employment Area Framework Plan



-  **Important streetscape interface**  
 Buildings should have positive interface with the street, encourage passive surveillance and avoid inactive frontages
-  **Sensitive interface**  
 Redevelopment should include setbacks, landscaping or other measures to protect amenity
-  **Key sites**  
 Achieve greater employment densities by attracting uses such as office, office/warehouse, distribution and small-scale urban manufacturing
-  **On-road cycle lanes**
-  **Street trees to be maintained**
-  **Tram route and stop**
-  **Indicative pedestrian/cycle through connections to consider if sites are redeveloped**
-  **Vehicular connections discouraged**  
 Access from these sites should be to Mephan Street only